

ABSTRACT

THE EFFORT TO DEVELOP VERTICAL – HORIZONTAL COMMUNICATION OF TOP MANAGEMENT, MID MANAGEMENT AND OFFICER IN RUMAH SAKIT BHAYANGKARA H.S SAMSOERI MERTOJOSO SURABAYA

A change status of RS-B surely needs a comprehension from all sides from the RS-B level.

The general objection of this research is to arrange the communication optimization effort; vertical and horizontal among top management, mid management and officer in RS-B Surabaya.

The specific objections are : To identify the knowledge of top management, mid management and officer of organization factors which conclude the hospital status, hierarchy, job description, vision, mission and organization structure; To identify about management awareness of top management, mid management and officer look at from characteristic, attitude, behavior and motivation; To identify the vertical communication process in RS-B Surabaya in top management, mid management and officer level; To identify the horizontal communication process in RS-B Surabaya in top management, mid management and officer level; To arrange the communication optimization recommendation among top management, mid management and officer in RS-B Surabaya.

The research result shows that vertical communication process in unclear and not clear category are mostly happened in 100% top management. Mid management at 83.3% and the next 77.5% for officer. Horizontal communication process in unclear and not clear are mostly happened in mid management at 88.9%, officer 87.1% and top management 66.7%.

Conclusion communication process vertical and horizontal un optimal a specially communication officer “feedback” neither level management.

Key Words : *Management Communication, Excellent Service*